CONTENTS

	List of mustrations	1.X
	Contributors	X
	Acknowledgements	xvi
	Defining ubiquity: Introduction to the Routledge Handbook of Sport and New Media	1
	Andrew C. Billings and Marie Hardin	
PA	RT I	
Fo	undations	5
1	Globalization and online audiences	7
	David Rowe and Brett Hutchins	
2	Fanship differences between traditional and newer media	19
	Walter Gantz and Nicky Lewis	
3	Social media, sport, and democratic discourse: A rhetorical invitation	32
	Michael L. Butterworth	
4	The political economy of sports and new media	43
	Thomas F. Corrigan	
5	Foucault and the new sport media Pirkko Markula	55
6	Soccer and social media: Sport media in the city of the instant Steve Redhead	67

7	The CyberSport Nexus Andy Miah	76
	et II orts/media producers	87
8	The evolution from print to online platforms for sports journalism Pamela C. Laucella	89
9	The changing role of sports media producers Paul M. Pedersen	101
10	Local TV sports and the Internet Brad Schultz and Mary Lou Sheffer	110
11	Texting and tweeting: How social media has changed news gathering Jed Novick and Rob Steen	119
	RT III e message: Shaping, marketing, branding	131
12	Sport, public relations and social media Raymond Boyle and Richard Haynes	133
13	New media and the changing role of sports information Erin A. Whiteside	143
14	Social media in the Olympic Games: Actors, management and participation Emilio Fernández Peña, Natividad Ramajo, and María Arauz	153
15	Sports marketing and new media Stephen W. Dittmore and Shannon T. McCarthy	165
16	When crisis strikes the field: The evolution of sports crisis communication research in an era of new media Natalie A. Brown, Kenon A. Brown, and Joshua Dickhaus	177
17	Communicating corporate social responsibility in sport organizations: Incorporating new media Melanie Formentin and Kathy Babiak	189
18	Social identification and social media in sports: Implications for sport brands Brandi A. Watkins	200

Contents

	RT IV diences: Fanship, consumption	211
19	SocialMediaSport: The fan as a (mediated) participant in spectator sports Nicholas David Bowman and Gregory A. Cranmer	213
20	The new game day: Fan engagement and the marriage of mediated and mobile Vincent L. Benigni, Lance V. Porter, and Chris Wood	225
21	Fantasy sport: More than a game Brody J. Ruihley and Robin L. Hardin	237
22	New media and the evolution of fan-athlete interaction Jimmy Sanderson and Jeffrey W. Kassing	247
23	The enjoyment and possible effects of sports violence in new (and old) media Arthur A. Raney and Andrew Ellis	259
24	Eye tracking and viewer attention to sports in new media R. Glenn Cummins	271
25	Children, media, and sport: The role of new media and exergames in engaging children in sport and exercise Kimberly L. Bissell and Scott Morton	285
	RT V	
Ide	entities in the digital realm	297
26	Sport, new media, and national identity John Vincent and Edward M. Kian	299
27	Reclaiming our voices: Sportswomen and social media Toni Bruce and Marie Hardin	311
28	Digital media and women's sport: An old view on 'new' media? Nicole M. LaVoi and Austin Stair Calhoun	320
29	Sport websites, embedded discursive action, and the gendered reproduction of sport Lindson I Maûn	331

Contents

30	Edward M. Kian and John Vincent	342
31	Communicating legitimacy, visibility, and connectivity: The functions of new media in adapted sport Kurt Lindemann and James L. Cherney	y 353
	Index	364